

WE CLAIM:

1. A liquid aqueous monoalkanolamide delivery system in the form of a phase stable, pumpable, high solids monoalkanolamide surfactant emulsion at a temperature in
5 the range of zero°C to about 30°C comprising, on a total emulsion weight basis:

about 1 to about 30 weight percent on an active weight basis of at least one monoalkanolamide characterized in it unemulsified form by having an amide content of at
10 least 85%, and being substantially solid and water insoluble at a temperature below about 30°C;

about 5 to about 30 weight percent on an active weight basis of at least one monoalkanolamide emulsifying surfactant;

15 zero to about 10 weight percent water soluble inorganic electrolyte salt;

zero to about 15 weight percent non-surfactant, organic solvent; and

the balance being water;

20 wherein the monoalkanolamide surfactant emulsion contains a total solids content in the range of at least about 20 weight percent to not more than about 60 weight percent and is cold mixable into a separately prepared liquid aqueous formulation containing at least one
25 principal surfactant.

2. The monoalkanolamide surfactant emulsion of claim 1 wherein the weight ratio, on an active weight basis, of monoalkanolamide:emulsifying surfactant is in the range of about 1:6 to about 6:1.

30 3. The monoalkanolamide surfactant emulsion of claim 1 wherein the monoalkanolamide is selected from the group consisting of monoethanolamides, monoisopropanolamides, diethylene glycolamides and mixtures thereof.

4. The monoalkanolamide surfactant emulsion of claim 1 wherein the monoalkanolamide is monoethanolamide in an amount of about 6 to about 25 weight percent by weight on a total emulsion weight basis.

5 5. The monoalkanolamide surfactant emulsion of claim 1 wherein the emulsifying surfactant is a water soluble surfactant or salt thereof selected from the group consisting of amphoteric surfactants, zwitterionic surfactants, anionic surfactants, nonionic surfactants, 10 cationic surfactants and non-interactive mixtures thereof and is the same or different.

6. The monoalkanolamide surfactant emulsion of claim 1 wherein the surfactant emulsion is substantially transparent or pearlescent,

15 7. The monoalkanolamide surfactant emulsion of claim 1 wherein the monoalkanolamide comprises an alkanolamine condensate of a fatty acid selected from the group consisting of lauric acid, palmitic acid, stearic acid, oleic acid, linoleic acid and mixtures thereof.

20 8. The monoalkanolamide surfactant emulsion of claim 1 wherein the monoalkanolamide comprises an alkanolamine condensate of fatty acids derived from plant oils selected from the group consisting of coconut oil, soybean oil, canola oil, wheat germ oil, peanut oil, corn 25 oil, olive oil and mixtures thereof.

9. The monoalkanolamide surfactant emulsion of claim 1 in which the monoalkanolamide is selected from the group consisting of coconut monoethanolamide, lauric monoethanolamide, stearic monoethanolamide, oleic 30 monoethanolamide, linoleic monoethanolamide, lauric isopropanolamide, coconut diglycolamide and mixtures thereof.

10. The monoalkanolamide surfactant emulsion of claim 1 wherein the emulsifying surfactant is an amphoteric

surfactant selected from the group consisting of acylamphoacetate, acylamphodiacetates, acylamphopropionates, and water soluble salts thereof wherein the acyl group has about 8 to about 22 carbon
5 atoms.

11. The monoalkanolamide surfactant emulsion of claim 1 wherein the emulsifying surfactant is a zwitterionic surfactant selected from the group consisting of alkyl betaine, alkylamido betaine, alkyl sultaine, and
10 alkylamido sultaine wherein the alkyl group has from about 8 to about 22 carbon atoms.

12. The monoalkanolamide surfactant emulsion of claim 1 wherein the emulsifying surfactant is sodium cocoamphopropionate.

13. The monoalkanolamide surfactant emulsion of claim 1 wherein the emulsifying surfactant is cocobetaine.

14. The monoalkanolamide surfactant emulsion of claim 1 wherein the emulsifying surfactant is cocamidopropyl betaine.

15. The monoalkanolamide surfactant emulsion of claim 1 wherein the emulsifying surfactant is lauryl betaine.

16. The monoalkanolamide surfactant emulsion of claim 1 in which the monoalkanolamide is coconut
25 monoethanolamide and the emulsifying surfactant is selected from the group consisting of amphoteric surfactants, zwitterionic surfactants, anionic surfactants and mixtures thereof.

17. The monoalkanolamide surfactant emulsion of claim 1 wherein the emulsifying surfactant comprises an
30 anionic surfactant selected from the group consisting of alkyl sulfates, alkyl ether sulfates having from 1 to about 10 moles ethylene oxide groups, acylisethionates, sarcosinates, sulfosuccinates and alkali metal salts

thereof, wherein the alkyl group or acyl group has from about 8 to about 24 carbon atoms, and mixtures thereof

18. The monoalkanolamide surfactant emulsion of claim 1 further including fragrance.

5 19. The monoalkanolamide surfactant emulsion of claim 1 wherein the inorganic electrolyte salt is selected from the group consisting of alkali metal salts of hydrochloric acid and sulfuric acid.

10 20. The monoalkanolamide surfactant emulsion of claim 1 wherein the non-surfactant organic solvent is a cosmetically acceptable polyol, alcohol or mixture thereof.

21. The monoalkanolamide surfactant emulsion of claim 1 wherein the monoalkanolamide surfactant emulsion is pearlescent and when subsequently incorporated by cold
15 mixing into a liquid aqueous formulation containing at least one principal surfactant produces a substantially clear product.

22. A cold mixing process for preparing a liquid aqueous cleanser containing monoalkanolamide, the process
20 comprising the step of cold mixing as by pumping a monoalkanolamide surfactant emulsion of claim 1 into a separately prepared aqueous formulation containing at least one principal surfactant.

23. The cold mixing process of claim 22 wherein
25 the monoalkanolamide is coconut monoethanolamide.

24. The cold mixing process of claim 22 wherein the monoalkanolamide emulsifying surfactant is an amphoteric selected from the group consisting of acylamphoacetate, acylamphodiacetates,
30 acylamphopropionates, and water soluble salts thereof wherein the acyl group has about 8 to about 22 carbon atoms and the principal surfactant is an anionic surfactant selected from the group consisting of alkylaryl sulfonates, alkyl sulfates, alkyl ether sulfates, having from 1 to

about 4 moles ethylene oxide, alkyl sulfonates, sulfosuccinates and alkali metal salts thereof and mixtures thereof, wherein the alkyl group contains from about 12 to about 18 carbon atoms.

5 25. The cold mixing process of claim 22 including the further-step of solubilizing a fragrance in the monoalkanolamide surfactant emulsion prior to the cold mixing step.

10 26. The cold mixing process of claim 22 wherein the aqueous monoalkanolamide surfactant emulsion is pearlescent and produces a substantially clear cleanser.

 27. The cold mixing process of claim 22 wherein the cleanser is in the form of a shampoo, bubble bath, liquid soap or body wash.

15 28. A monoethanolamide surfactant emulsion comprising on a total emulsion weight basis;

 about 6 to about 25 weight percent on an active weight basis of coconut monoethanolamide;

 about 5 to about 30 weight percent on a total
20 active weight percent basis of emulsifying agent selected from the group consisting of amphoteric surfactants, zwitterionic surfactants, anionic surfactants, non-interactive mixtures thereof;

 up to about 10 weight of inorganic alkali metal
25 salt of hydrochloric or sulfuric acid;

 up to about 15 weight percent nonsurfactant, cosmetically acceptable, organic solvent; and

 the balance being water,
wherein the emulsion is a phase stable, homogeneous,
30 pourable, and pumpable liquid at a temperature in the range of from about zero°C to about 30°C and contains a total solids content in the range of about 20 weight percent to not more than about 60 weight percent.

29. The monoethanolamide surfactant emulsion of claim 28, further including fragrance.

30. The monoalkanolamide delivery system of claim 1 wherein the monoalkanolamide surfactant emulsion is
5 formed by first emulsifying the monoalkanolamide at a temperature in the range of about 40° to about 70°C with the emulsifying surfactant in the form of an aqueous concentrate containing at least about 30 weight percent water, and second adjusting the total solids content of the
10 so formed emulsion to a range of at least about 20 weight percent to not more than about 60 weight percent by adding sufficient water thereto.

31. The monoalkanolamide delivery system of claim 31, wherein the monoalkanolamide surfactant emulsion
15 is prepared under an inert atmosphere.

